

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Conversion of a Delaware Corporation		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Buddy Media, Inc.		04/30/2013	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Buddy Media, LLC		
Street Address:	The Landmark @ One Market, Suite 300		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94105		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 10			
Property Type	Number	Word Mark	
Registration Number:	3488109	ACEBUCKS	
Registration Number:	3488110	AB ACEBUCKS YOU GOTTA EARN 'EM TO BURN '	
Registration Number:	3488111	AB	
Registration Number:	3632958	EVERY BRAND NEEDS A BUDDY	
Registration Number:	3632987	BUDDYBRAIN	
Registration Number:	4315705	PROFILEBUDDY	
Registration Number:	4307698	REACHBUDDY	
Registration Number:	4315706	CONVERSATIONBUDDY	
Registration Number:	4190783	CONVERSIONBUDDY	
Serial Number:	85532381	POWER YOUR CONNECTIONS	
CORRESPONDENCE DATA			
Fax Number:	6504936811		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			

CH \$265.00 3488109

Phone: 650-493-9300
Email: trademarks@wsgr.com
Correspondent Name: John L. Slafsky
Address Line 1: 650 Page Mill Road
Address Line 4: Palo Alto, CALIFORNIA 94304

ATTORNEY DOCKET NUMBER:	31183.900 MRIC
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NAME OF SUBMITTER:	John L. Slafsky
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Signature:	/John L/ Slafsky/
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Date:	05/10/2013
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Total Attachments: 4

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Delaware

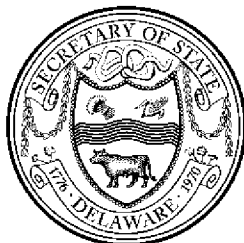
PAGE 1

The First State


I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A DELAWARE CORPORATION UNDER THE NAME OF "BUDDY MEDIA, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "BUDDY MEDIA, INC." TO "BUDDY MEDIA, LLC", FILED IN THIS OFFICE ON THE THIRTIETH DAY OF APRIL, A.D. 2013, AT 5:29 O'CLOCK P.M.

4382121 8100V

130504974



You may verify this certificate online
at corp.delaware.gov/authver.shtml


Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 0397622

DATE: 05-01-13

TRADEMARK
REEL: 005025 FRAME: 0770

STATE OF DELAWARE
CERTIFICATE OF CONVERSION
FROM A CORPORATION TO A
LIMITED LIABILITY COMPANY PURSUANT TO
SECTION 18-214 OF THE LIMITED LIABILITY ACT

- 1.) The jurisdiction where the Corporation first formed is Delaware.
- 2.) The jurisdiction immediately prior to filing this Certificate is Delaware.
- 3.) The date the corporation first formed is July 2, 2007.
- 4.) The name of the Corporation immediately prior to filing this Certificate is
Buddy Media, Inc.
- 5.) The name of the Limited Liability Company as set forth in the Certificate of
Formation is Buddy Media, LLC

IN WITNESS WHEREOF, the undersigned have executed this Certificate on the
30th day of April, A.D. 2013.

By: 
Authorized Person

Name: Sam Fleischmann
Print or Type

Delaware

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The First State

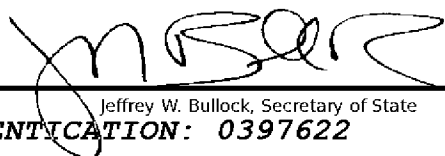
I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF
DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND
CORRECT COPY OF CERTIFICATE OF FORMATION OF "BUDDY MEDIA, LLC"
FILED IN THIS OFFICE ON THE THIRTIETH DAY OF APRIL, A.D. 2013,
AT 5:29 O'CLOCK P.M.



4382121 8100V

130504974

You may verify this certificate online
at corp.delaware.gov/authver.shtml


Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 0397622

DATE: 05-01-13

TRADEMARK
REEL: 005025 FRAME: 0772

STATE of DELAWARE
LIMITED LIABILITY COMPANY
CERTIFICATE of FORMATION

• First: The name of the limited liability company is Buddy Media, LLC

• Second: The address of its registered office in the State of Delaware is
1209 Orange Street in the City of Wilmington
Zip Code 19801.

The name of its Registered agent at such address is _____
THE CORPORATION TRUST COMPANY

• Third: (Insert any other matters the members determine to include herein.)

This Certificate of Formation shall be effective on the
date of filing.

In Witness Whereof, the undersigned have executed this Certificate of Formation this
30th day of April, 20 13.

By: [Signature]
Authorized Person(s)

Name: Sam Fleischmann
Typed or Printed